



May 3, 2018
Behavioral Health Advisory Board
Meeting Minutes

P.O. BOX 85524
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MEMBERS PRESENT

Che Hernandez – District 1
Joel San Juan – District 1
Bill Stewart – District 1
Rebecca Hernandez, 2nd Vice Chair – District 2
Jenifer Mendel, Chairperson – District 2
Deanne George – District 3
Ed Weiner – District 3
Tom Behr – District 4
Jerry Hall, Member-at-Large (ADS) – District 4
Judith Yates – District 4
John Sturm, 1st Vice Chair – District 4
Phil Deming – District 5
Richard McGaffigan, Member-at-Large (MH) – District 5
K.C. Strang – District 5

MEMBERS NOT PRESENT

Michael Matthews – District 2

STAFF TO THE BEHAVIORAL HEALTH ADVISORY BOARD

Alfredo Aguirre, Director, Behavioral Health Services (BHS)
Ben Parmentier, Administrative Analyst III, Behavioral Health Services

I. CALL TO ORDER

The Behavioral Health Advisory Board (BHAB) meeting was called to order by Jenifer Mendel, Chair, at 2:30 p.m. at the County Administration Center, 1600 Pacific Highway, San Diego, California 92101, Room 302.

II. INTRODUCTION OF BOARD MEMBERS

Members of BHAB introduced themselves.

III. APPROVAL OF THE MINUTES – April 5th, 2018

ON MOTION of Phil Deming, seconded by Bill Stewart, BHAB approved the minutes of April 5, 2018, as written.

AYES: 11 NAYS: 0 ABSTENTIONS: 3

IV. PUBLIC COMMENT

None

V. ACTION ITEM: MHSA INNOVATION FUNDS FOR COMMUNITY PROGRAM PLANNING INNOVATION PROJECTS

Adrienne Yancey, MHSA Coordinator, Behavioral Health Services

The County of San Diego is seeking the approved use of MHSA Innovation Funds to support community program planning for Innovation projects. The request is for the use of \$100,000 in

Innovation funds to support a human-centered design process as part of the planning for a future Innovation project. These funds would allow the County to bring in a consultant or consulting firm using a competitive procurement process.

ON MOTION of John Sturm, seconded by Phil Deming, BHAB approved the MHSA Innovations Funds request authorizing the use of \$100,000 to support a human-centered design process as part of the planning for a future innovation project on May 3, 2018, as written.

AYES: 14 NAYS: 0 ABSTENTIONS: 0

DISCUSSION:

Q: Could the Innovation funding be used to create a tool that can be used through various programs or is this a consultant for one project?

A: The County is engaging a consultant to navigate through the Human Centered Design Process. This will allow the County to design an app or program so clients are better able to access the system.

Q: Could the County use the information from this consultant and apply the design thinking to future projects in order to save money?

A: Yes, this information would be able to be applied to future projects.

Q: What is the timeframe once the consultant or consulting company has been selected?

A: The process will take less than 6 months.

VI. PRESENTATION: IT'S UP TO US

Leah Davis, Account Manager, Civilian, Inc.

Leah Davis from Civilian Inc. came to update BHAB on the It's Up to Us Campaign. The It's Up to Us campaign is designed to empower San Diegans to talk openly about mental illness, recognize symptoms, utilize local resources and seek help. By raising awareness and providing access to local resources, the It's Up to Us campaign aims to inspire wellness, reduce stigma, and prevent suicide. The campaign is developed through the County of San Diego Health and Human Services Agency, and supports the County's *Live Well San Diego* vision of a region that is healthy, safe, and thriving.

DISCUSSION:

Q: Who is Civilian Inc.? Where does the funding come from for the It's Up to Us campaign?

A: The prevention and early intervention funding comes from MHSA. Civilian is a local advertising and marketing firm which works with organizations that promote positive social change.

Q: Who provides the data to be used in the campaign? Who is the content expert? Does mental health staff such as clinicians provide data for the campaign?

A: The campaign is rooted in research. There is frequent communication with stakeholders and quantitative and qualitative input helps to develop the campaign. There is no specific team of people that provide the data for the campaign. In the development of each specific campaign, experts in that field are included to provide information.

Q: What media is used for the Spanish language campaigns?

A: A media consumption analysis was done on different populations to identify trends of how information is received by consumers. The campaign identifies indicators within a market and how to best reach consumers. There are digital components to campaigns which come in the form of website banners or ads based on how specific populations view data.

Q: Are all the past materials available online?

A: They are all available for download in PDF format on the Citizen website. There is a blog online that also is available to the public.

Q: Does the County own rights to this material?

A: Yes

Q: Is the County legally able to share these documents with other Counties?

A: The County currently shares with other Counties and the material is available to view online.

Q: Does the It's Up to Us campaign involve the San Diego County Office of Education, college districts, or UC systems?

A: The campaign works with other coalitions and committees in an effort to integrate information with educational partners.

Q: Why does the campaign target specific populations instead of bringing a message to the entire population? How does this campaign target these specific groups?

A: It is challenging to have one set message for a diverse population. The campaign crafts messages to reach certain populations best and connect with as many people as possible.

Q: Community Clinics have displays in their lobbies. Are the campaign flyers in clinics?

A: No. The information isn't displayed in clinics.

VII. PRESENTATION: HHSA OPERATIONS BUDGET PLAN

Amy Thompson, Assistant Finance Director, HHSA

Melinda Nickelberry, Deputy Director of Operations, Behavioral Health Services

Amy Thompson, Assistant Finance Director for HHSA, came before BHAB to present the FY18-19 CAO Recommended Operational Plan. She discussed the governor's proposed budget, the CAO's recommended budget, and future forecasting.

Melinda Nickelberry, BHS Deputy Director of Departmental Operations, came before BHAB to present the FY18-19 CAO Recommended Operational Plan for Behavioral Health Services. She discussed the CAO's recommended budget, BHS revenue sources, and BHS budget enhancements.

DISCUSSION:

Q: Regarding DMC-ODS Implementation, will the program be monitored by County staff or contacted out?

A: This is a case management contract.

Q: What is the County's overall annual budget?

A: It is over \$6 billion. The public will be able to see the budget and upload comments directly to the Clerk of the Board through the County of San Diego website.

VIII. DIRECTOR'S REPORT

Alfredo Aguirre, Director, Behavioral Health Services

- Dr. Piedad Garcia introduced Lisa Thiel who is the new Program Manager of the North Central Mental Health Clinic.
- Maria Amparo Sardinias passed away last month. She was a former BHAB board member and advocated for more mental health services in underserved communities.
- June 28th is the Aging Summit presented by Aging and Independent Services (AIS).

- The San Diego Center for Children was recently named as a *Live Well San Diego* Partner.
- May is Mental Health Month:
 - The annual NAMI walk happened on 4/28 and was very successful.
 - The Children's Wellness and Mental Health Fair happened on 5/2 in Mid City. It celebrated the importance of children's wellness in the community.
 - Next week is Children's Mental Health Awareness week.
 - There is a May Mental Health Calendar, located on the BHS website, which lists activities in May.

IX. CHAIRPERSON'S REPORT

Jenifer Mendel, Chair

- There are current BHAB vacancies. Interested individuals can contact Ben for more information.
- In the month of July, BHAB will not be holding a monthly meeting.
- The BHAB Retreat is scheduled for October 6th.
- The California Association of Local Behavioral Health Boards and Commissions is holding a training on June 22 and June 23 in Los Angeles.
- Colin McKinnon has resigned from BHAB's 3rd District seat.

X. ADVOCATE REPORTING

- The recent BHS Conference in April, "Unpacking Hope" which discussed the needs of children, youth, and families that are homeless, was successful. Rebecca would like to send out the agenda and PowerPoint to BHAB.
- There was recently a Behavioral Health and Justice forum for staff, the community, and providers to improve collaboration as the County works with behavioral health clients in the justice system.

XI. BOARD MEMBER COLLABORATION:

Deferred collaboration time for continued discussion of the It's Up to Us campaign presentation.

XII. MEETING ADJOURNMENT

ON MOTION of Bill Stewart, seconded by Deanne George, the meeting adjourned at 5:00 p.m.

AYES: 8 NAYS: 0 ABSTENTIONS: 0

Brown Act Procedure: *As required by California Government Code 54950 et seq. (Ralph M. Brown Act), a copy of the packet of information that was mailed to Behavioral Health Advisory Board members at the point of posting of this agenda has been placed at the reception desk at 3255 Camino Del Rio South, San Diego, CA 92108, for public inspection, and is available at the site of the meeting for public inspection. Members of the public wanting their own copy of the advance materials may request them under Government Code 6250 et seq. (Public Records Act) and receive them on payment of copying charges of \$0.20/page, and actual mailing charges, if mailing of the material is requested. If you are planning to attend and need special accommodations, you must call Jackson Alexander at (858) 505-6521, at least three days in advance of the meeting.*